

ANI Networks is a facilities-based wholesale carrier and full-service Responsible Organization (Resp Org) servicing CLEC, ILEC, Cable Providers, Hosted VoIP, Wireless, and Switchless Reseller companies. ANI serves the unique needs of large phone companies with flexible interconnection and custom routing options backed by ANI's patented ARK web portal.

Why Texting to Toll-Free is Important:

- Texting on toll free enables you to connect with your customers in the way they prefer
- Questions answered, appointments confirmed, and issues resolved using Text
- Customers want another channel to reach businesses
- Enhanced Toll-Free Services with Text Enablement
- Allow customers to build new products and new services

Actual or Potential Issues:

- We have had toll free numbers that belong to our RESPORG/Company that have been text enabled without our knowledge or authorization. Example – one of our own Company toll free numbers became Text Enabled without our authorization.
- Toll free Text enabling is not secure today. Messaging providers have the ability to text-enable numbers without proper authorization.
- Messaging providers have the ability to text-enable Toll Free numbers that are unassigned, creating a conflict with the process for assignment through the SMS/800 database.
- Shared or bundled toll free numbers may have no right to authorize text-enablement.
- Disconnected toll free numbers return to spare and are used over and over again. This means that the end user may receive texts for the previous owner after the number is reassigned.
- Only the RESPORG should be able to text-enable their toll free numbers.

The Solution:

- The FCC designated the RESPORG as the agent for the end-user for voice; this should not differ for the toll free texting.
- Using the TSS (Texting and Smart Services Registry) to text enable customers is efficient, and protects the Toll-Free end-users from potential harm caused by unauthorized text-enablement.
- SOMOS is a trusted neutral third-party that ensures confidence in the integrity of the TSS Registry.
- As a RESPORG, we use the TSS Registry and it has significantly increased our ability to protect our end-user customers from losing control of services via their Toll-Free number.
- Toll free holders need to have the assurance that they are the only business permitted to use that Toll Free Number.